



APRIL 2023 RECYCLING PROGRAM UPDATE

NARRATIVE

The Recycling Outreach Team attended the 9th Annual NYS Organics Summit this month. Some of the topics discussed at the conference included: *Updates and Regulatory Walkthrough from NYSDEC, Composting Outreach/Education, Compostable Products, Managing Odors at Compost Facilities, PFAS at Compost Facilities, Anaerobic Digestion, and Exploring Compost Use End Markets*. Angelina Brandt moderated a panel session about *Expanding Residential Food Scrap Compost Programs*. Tanesia White assisted with moderating a *Young Professionals Networking Event* at the conference. Staff attended a Tour and Equipment Demonstration at the Onondaga County Compost Facility.

The Agency launched bagged compost sales this month on April 1st which will continue in conjunction with the Electronics Recycling Program, which also opened on April 1st. Residents can now pre-order compost during the week through a new online store and pick up Saturdays.

Our Spring Compost Bin & Rain Barrel Sale is still active. The pre-order sale ends May 19th.

A new initiative we are rolling out this month is an Earth Day Tree and Shrub Distribution for residents. This program is made possible with the support of the Ulster County Soil and Water Conservation District. Free tree saplings will be distributed on Earth Day, Saturday April 22nd

The Agency will host a Household Hazardous Waste Collection Event on April 29th at the New Paltz Facility. This program is by appointment only and accommodates up to 300 participants.

The ROT will be submitting an application for the NYS Pollution Prevention Institute's Community Grants Program, a competitive grant awarded annually to projects that raise awareness and understanding of pollution prevention practices.

The ROT is actively engaged in multiple projects and program requests. The ROT has coordinated a significant advertising campaign over the next two months to promote our many events, classes, and services. The ROT is actively developing many new teaching tools.

Please refer to our Recycling Program Update for more details about our community engagement strategies this month – noting several partnerships with local schools, libraries, and local Earth Day events. *Examples of our program media are always available by request.*



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MONTHLY OUTREACH TOPICS

This month the Recycling Outreach Team joins dozens of community groups across the County who are celebrating Earth Day in various ways.

MEDIA ANNOUNCEMENTS

FACEBOOK 1,212 FOLLOWERS	INSTAGRAM 1,084 FOLLOWERS	MAILCHIMP 4,497 SUBSCRIBERS	YOUTUBE 65 VIEWS / 0.5 HRS
SOCIAL MEDIA	Promos for Spring Events & Classes		
RADIO	<p>“Spring Compost Bin Sale” Attention Green Thumb Gardeners! U C R R A is offering a Compost Bin & Rain Barrel Sale! For a limited time, pre-order from a wide selection of home compost bins and tools, and pick up supplies at our one day special event in Kingston. To pre-order online, visit UCRRA.ORG</p> <p>“Earth Day Every Day” Make Earth Day every day with more sustainable choices. This is Angelina Brandt, Director of Sustainability at the Ulster County Resource Recovery Agency. Our mission is to manage Ulster County's waste, while protecting public health and our environment. We've all heard of reduce, reuse, recycle, but there's so much more we can do! U-C-R-R-A offers free educational classes, resources for schools and businesses, and more. Learn how YOU can make a difference and make earth day every day. Visit UCRRA.ORG</p>		
PRINT	<ul style="list-style-type: none"> • 4/12 Print Ad “Compost Bin Event” (Ulster Publishing/HV One) • 4/12 Hey Kingston Newsletter “Compost Bin Event” • 4/5 – 28 Digital Ad “Compost Bin Event” (Ulster Publishing/HV One) • Sunday 4/9 – “Bagged Compost Sales” (Daily Freeman) • 4/10-30 Digital Ad “Compost Bin Event” (Daily Freeman) • Sunday 4/16 Print Ad “Compost Bin Event” (Daily Freeman) • 4/19 Print Ad “Spring Classes at UCRRA” in Explore Spring Magazine – 		

	<p>Spring in the Valley (Ulster Publishing/HV One</p> <ul style="list-style-type: none"> • Sunday 4/23 Print Ad “Spring Classes at UCRRA” (Daily Freeman) • Sunday 4/20 Print Ad “Bagged Compost Sales” (Daily Freeman) • 4/10- 4/30 Digital Ad “Bagged Compos Sales” (Daily Freeman)
WEBSITE/BLOG	<ul style="list-style-type: none"> • UCRRA Spring Compost Bin & Rain Barrel Sale – ACTIVE NOW Pre order online at https://ulster.compostersale.com/ • March 2023 Compost Technical Data Sheets added to website. View all historical test results online at https://ucrra.org/compost-for-sale/compost-test-results/ • View all UCRRA Events online at https://ucrra.org/events-classes/
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> • +8 media kits requested this month to Shawangunk Town Hall, Gardiner Transfer Station, Ontario Central School District, New Paltz Reformed Church, Esopus Environmental Board, Southern Ulster Rotary Club, Local Artist for “Recycle Me” Performance, Cornell Cooperative Extension of Ulster County. (58 kits requested YTD)

OUTREACH EDUCATION EVENTS

+88 CALLS / 4.7 HOURS RECYCLING HOTLINE (04/01- 04/17) (476 CALLS/33.5 HRS YTD)	+66 ADULT PARTICIPANTS (254 ADULTS YTD)	+83 YOUTH PARTICIPANTS (271 YOUTH YTD)	+ 9.5 HOURS (26.25 HOURS YTD)
PRESENTATIONS	<ul style="list-style-type: none"> • 04/03 Moderator for “Expanding Food Scrap Drop Off Programs” • 04/11 “Intro to Home Composting” Class at Kingston Public Library • 04/13 “Composting for Kids” at Wrap Around School of Achievement • 04/14 “Composting for Kids” at Wrap Around School of Achievement • 04/17 “Intro to Home Composting” Class at Pine Hill Community Center in partnership with Town of Shandaken Conservation Advisory Council 		
FACILITY TOURS	<ul style="list-style-type: none"> • 04/22 Tour for Soil & Water Conservation District • 04/25 Tour for City of Kingston 		
EVENTS	<ul style="list-style-type: none"> • 04/22 Earth Day at UCRRA – Tree & Shrub Give a Way 		
SITE VISITS & CONSULTATIONS	None this month		
NEW MEDIA OR TEACHING TOOLS	<ul style="list-style-type: none"> • New Poster for Bagged Compost Sales • New Poster for UCRRA HHW Program • UCRRA Promotional Items re-stock in progress • Dual Stream Recycling Signs for Town Transfer Stations in development • Dual Stream Recycling Signs for Event Sorting Stations in development • UCRRA Master Composter Master Recycling Volunteer Training Program in development 		

**OTHER
MISCELLANEOUS**

- 04/03-04/06 – Staff attended the 9th Annual NYS Organics Summit
- 04/11 – Webinar: New York Solid Waste Management Plan
- 04/11 Webinar: Materials Reuse Forum - Measuring Economic Impacts of Reuse
- 04/10 – NYS Association of Reduction, Reuse, Recycling (NYSAR3) Young Professionals Committee
- 04/20 - (NYSAR3) MEDI+ Committee
- 04/26 Hudson Valley Materials Management Working Group Meeting

REPORTS & GRANTS

- 2022 Ulster County Annual Waste & Recycling Report (ONGOING)
- MWRR Q1 Grant Progress Report due this month – still waiting contracting
- 2023-2024 P2I Community Grants Program due April 28th

Background: In 2022, the New Paltz Climate Action Coalition began an initiative to encourage local residents to bring their own reusable containers to area restaurants. Tiffins are multi-tiered metal food containers that replace wasteful, non recyclable to-go containers. New Paltz Climate Smart Taskforce & New Paltz Climate Action have launched a long-term Tiffin distribution campaign that has been very successful.

The Recycling Outreach Team will submit an application for an “Ulster County Tiffin Project” to expand on their program, partner with community groups, and launch a Tiffin distribution program in July 2024, to coincide with Plastic Free July. The campaign would educate about waste reduction as a pollution prevention strategy, and raise awareness about hidden toxins in food-contact packaging, such as PFAS.

Students at Riccardi Elementary School learn about composting with worms and how compost improves soil health. Students made compost critter puppets and seed bombs with wildflower mix.

